INPUT IT Intelligence Services

400 Frank W. Burr Blvd.
Teaneck, NJ 07666
Tel. (201) 801-0050
Fax (201) 801-0441

January 10, 1997

212-312-3424 left VM 1/21

Ms. Rana Quraishi
Strategic Planning and Business Development
Financial Guaranty Insurance Company
GE Capital
115 Broadway
New York, NY 10006

Via Fed Ex

Dear Rana:

I found the meeting with you and Earl very useful. As we agreed, I am sending you more information on how INPUT can assist you in the following areas:

- Expanding your services to government, building on your collections company.
- Defining bid team skills/staffing
- Performing competitive analysis
- A database of state and local RFPs

1. Expanding Your Services To Government

Based on our conversation, this appears to be a very important planning issue for you:

- Which collection-related functions/agencies will be the most attractive?

- What functional areas that are associated with collections make sense to pursue?

You are already in the traffic/parking collections area due to your West Coast acquisition. We discussed other areas such as child support and student loans. We did not discuss hospital and physician collections to any extent; however, this might also be an area to consider because of the significant changes affecting health care providers that are making them even more collections-conscious than in the past.

In order to put a stake in the ground, I have attached a proposal that will assess opportunities in two areas: traffic/parking and child support. After further discussion, we may jointly decide to modify the areas being examines, as well as other parts of the proposal. However, I felt it would be useful to have something concrete to discuss.

2. Defining Bid Team Skills/Staffing

When INPUT provides this type of assistance, there are generally two interrelated parts to the work:

- Making recommendations for improving the process for responding to RFPs.
- Identifying the skills and staffing requirements in your specific situation

Exhibit 1 outlines the general scope and deliverables. Exhibit 2 describes the general methodology. I will be happy to discuss this with you further. If you want to proceed, I would have our consultant who has conducted many of these workshops discuss the details with you.

3. Performing Competitive Analysis

INPUT performs competitive analysis on a regular basis on a wide variety of topics and companies. A good example of this is assessments we recently performed on companies in travel expense software; an example for one company is attached. Our client had a list of capabilities they wished to have compared across 20 competitors; we completed the work in about three weeks.

Competitive assessments are tailored to the needs of specific clients. In your case, I would recommend performing a competitive assessment after a market study:

- The market study will help define the critical elements to use as the basis for comparisons.
- The study should also help to select the companies to make comparisons on.

4. A Database Of State And Local RFPs

This is an extremely important tactical issue. As I indicated to you at the meeting, we do not have a database of state and local RFPs. As we discussed, it is unlikely that any single database will be able to have wide coverage among the large number of government entities and RFPs issued in your areas of potential interest.

INPUT does have a very extensive database of Federal IT-oriented procurements and have the knowledge to obtain information on other procurements that are managed nationally (such as some aspects of child support and student loans).

I have also included two sets of descriptive materials about the firm so to give you a more complete picture about INPUT.

I will be happy to answer any questions that you may have.

Sincerely,

Thomas O'Flaherty
Vice President

Attachments

cc. Charles Billingsley

Exhibit 1

IMPROVING THE RFP RESPONSE PROCESS

SCOPE/DELIVERABLES

1. Improve The Process For Responding To Collections RFPs. Review and make recommendations concerning:

- Client capabilities (compared to customer needs, competition)
- Client marketing/awareness-building
- RFP prioritization and qualification process
- Method for identifying standard and non-standard services required
- Pricing methodology
- Terms and conditions: normal, special
- Administrative/clerical processes for preparing proposals

2. Identify Skills And Staffing Requirements

- Proposal team staffing
- Skill sets
- Skills database
- Proposal automation
- Benchmarks for proposal preparation times
    - Elapsed times
    - Time per team member
    - Recommendations

INPUT

Exhibit 2

IMPROVING THE RFP RESPONSE PROCESS

METHODOLOGY

STEP	ACTIVITY	DAYS*
1	Review written materials from client	1 (won't be much)
2	Client briefings on business and current process	2
3	Prepare recommendations	2
4	Worksession/presentation of recommendations	1
5	Follow-up (on-site and off-site)	3

* This column for your and my info only. Will be used in pricing later, but helps to set a ball park figures. Plus travel time

INPUT

PROPOSAL

IDENTIFICATION OF NEW MARKET OPPORTUNITIES

Submitted to

Financial Guaranty Insurance Company (FGIC)

A GE Capital Company

January 10, 1997

Prepared by

INPUT

Atrium at Glenpointe
400 Frank W. Burr Boulevard
Teaneck, NJ 07666

201-801-0050
Fax: 201-801-0441

IDENTIFICATION OF NEW MARKET OPPORTUNITIES

I. OBJECTIVES

To identify and prioritize market segments and offerings that can build on and expand FGIC's government collections business.

II. SCOPE

This proposal recommends two specific market segments, traffic/parking tickets and child support, because of their size and growth. After further discussions, the segments addressed may be changed. However, the scope issues below will be very similar for whatever segments are assessed. This allows segments to be compared and prioritized.

INPUT's proposed study will answer the following questions:

- What is the size and expected growth of the collections market for each segment?
    - What is the size of the overall collections function?
    - What is the size of the collections function available to third party collection firms?
- Which major functions are associated with collections? For example,
    - Ticket processing and billing with collections.
    - Child support enrollment and billing with collections
- How advantageous is it to offer collections + other functions?
    - To what extent are these other functions outsourced?
    - Are functions outsourced as a package, or individually? What are the trends?
    - What are the advantages and disadvantages to being a collections specialist?
- When selecting a collections outsourcing firm what are the major criteria used? For example,

- Collection rates attainable
- Fees
- Professionalism
- Geographic presence (i.e., local vs. national)
- Special experience
- Automated systems linkages
- Terms and conditions

- How different are the criteria for collections and for other functions?
- Which vendors are being used now or have been considered? (Both for collections and other associated functions)

III. METHODOLOGY

INPUT will base its findings on the results of 150 structured interviews with knowledgeable staff in government agencies in the target segments. This will be sufficiently large to support segmentation and market sizing. FGIC will not be identified as the sponsor of the study.

INPUT will prepare a draft questionnaire that will be reviewed by FGIC.

INPUT will analyze the completed interviews, tabulate the results and prepare a comprehensive report. At FGIC's option, INPUT will hold a day worksession where the results will be presented and discussed.

All information, both qualitative and quantitative, will be entered into a database that will be made available to FGIC.

The identities of individual respondents will not be disclosed to FGIC, with the following exception: In the course of the analysis, certain agencies may be identified as potential customers for FGIC services. If FGIC wishes to approach such an agency, INPUT will first ask if the agency has any objection. INPUT's past experience has shown that this procedure works very well. INPUT employs this procedure to ensure that the research and sales processes do not become mixed.

IV. SCHEDULE

This study will take 8 weeks to complete.

INPUT can begin work within 1 week of project authorization.

IV. RESULTS AND BENEFITS

The study will produce the following benefits:

- Size and growth for each segment studied.
- An identification and prioritization of the most attractive subsegments (e.g., by size of government unit, location, needs, etc.)
- Specific opportunities for tactical pursuit.
- The advantages and disadvantages of offering services in addition to collections.
- What customers look for in vendors (both for collections as well for associated services)
- Potential partners and acquisitions in the collections area.
- Potential partners and acquisitions in the non-collections area.

V. QUALIFICATIONS

INPUT is highly qualified to conduct this study.

- INPUT uses a tested research and analysis methodology
- INPUT conducts thousands of interviews annually with prospective buyers.
- INPUT has conducted many studies on government, services and outsourcing offerings.

Please see attachments in this folder describing a selection of INPUT assignments and its methodology.

For descriptions of INPUT's overall capabilities, please see material in the separate folder.

VI. FEES

INPUT's professional fee for the research and report is $ 22,000. One-half of the fee ($ 11,000) is due and payable upon authorization. The remainder of the fee, plus out-of-pocket expenses, is due upon submission of the written report. Out-of-pocket expenses (covering travel, telephone and production expenses) are estimated to be $ 1,500.

If FGIC wishes to have the optional presentation/worksession, there will be an additional fee of $2,000 plus travel expenses.

This proposal will remain valid for thirty days, unless extended in writing.

VII. AUTHORIZATION

To authorize the project as specified, please sign and return one copy of this proposal, along with the initial fee. Upon acceptance by INPUT, a countersigned copy of the proposal will be returned to.

AUTHORIZED BY _____:

_____
Name

_____
Title

_____
Date

ACCEPTED BY:
INPUT

_____
Name

_____
Title

_____
Date

INPUT®

400 Frank W. Burr Blvd.
Teaneck, NJ 07666
Tel. (201) 801-0050
Fax (201) 801-0441

FAX TRANSMITTAL FORM

Date: Jan 31

To: Name: PAC

Tel./Location:

Co.:

Fax No:

From: Name: TA

Subject: Mike Ford's #

Confidential: Y / N
Urgent: Y / N

Page: 1 of 1

File: Chron
Contact
Other:

770 - 246 - 6201

(They split the 203 area code recently; I recall there is a GE Capital location about 45 min north of Stamford)

PS - You were right - your phone has been busy

INPUT

CONFIDENTIAL—Property of INPUT ☐ MAIL LIST - SEE BACK

CONTACT REPORT

Non Client/Prospect File: ☐ Media ☐ Financial ☐ Other _____ Contact Date: 11/14/96

INPUT Staff: Init. PMC Init. _____ ☐ INPUT office ☐ Client Office ☐ Other _____ Date Written: 11/14/96

	DISTRIBUTION:			Prog./Proj. ID _____
Company QE CAPITAL SERVICES	Action	Info.	By When	Describe Action-F/U
Name MIKE FORD	TOM	]	SELL THEM NEW ! MIKE FORD	
Title	NANCY	_]	KNOWLEDGE ! - COPY ME WITH	
Address			CONTACT REPORTS	
			FRANK - FOLLOW UP COMPANY	
Phone: ( ) -	TERYE		VENDOR DATA FILE	
Fax: ( ) -				

- JERRY POCH
- PERRY MONTH

PROSPECTS.

UPDATE MAIL LIST

☑ Continued over

GE CAPITAL TECHNOLOGY MANAGEMENT SERVICES ORGANIZES NEW GLOBAL INFORMATION TECHNOLOGY COMPANY

To: PAC
Fm: Frank

New Company Will Have 9,000 Employees in 13 Countries

203-357-4000

STAMFORD, CT., November 7, 1996 - GE Capital Services Technology Management Services (TMS), a GE Capital Services company, announced today the formation of a new company, GE Capital Information Technology Solutions.

GE Capital Information Technology Solutions brings together several TMS companies that previously operated independently:

. AmeriData Technologies, a leading desktop and network systems provider in North America and Europe (which holds a number one ranking in customer satisfaction from Computer World magazine's recent survey);

. Ferntree Computer corporation, a leading desktop systems integrator in Australia;

. CompuNet Computer AG of Germany, a leading provider of distributed computing and communications technologies; and

. TMS-Canada, a leading systems integration business in Canada.

The new company strategically combines operations to form a uniquely positioned, $ 5 billion global information technology company, with over 9,000 employees. GE Capital Information Technology Services provides integrated products, services and financial solutions to local national and international commercial and government customers. The company currently has operations in 13 countries throughout North America, Latin America, Europe and the Asia/Pacific region.

Mike Ford

"GE Capital Information Technology Solutions is the only multi-vendor competitor that can design a customer's information technology infrastructure, integrate desktop, server and network products and support services and then deliver the solution to its customers around the world," said Mike Ford, CEO of GE Capital Technology Management Services. "A common identity and common management structure will increase the strength and value of the company and allow it to operate seamlessly around the globe."

770-246-6200 ext 6201 Ford

Former AmeriData Technologies president Jerry Pooh, has been named president of GE Capital Information Technology Solutions, reporting to Mike Ford. "Customers are demanding integrated solutions delivered on a global basis. We are unique in the marketplace as the only global non-vendor affiliated provider," said Mr. Pooh. "With the financial backing and international presence of both GE and GE Capital Services, we will continue to expand our capabilities and global reach."

Mr. Pooh named four executives to run worldwide operations:

. Perry Monych, formerly president of TMS Canadian operations, will head North American operations;

. Jost Stollmann, founder of CompuNet Computer AG, will manage European operations;

INPUT®

6F#B MITOSHIRO BLDG.,
1-12-12,UCHIKANDA,
CHIYODA-KU,TOKYO 101 JAPAN
TEL :03-3219-5441
FAX :03-3219-5443

FAX TRANSMITTAL FORM

Confidential: Y / N
Urgent: Y / N

Date: 11/15/96

To: Name: Tom, Nancy, Teryl

Tel./Location:

Co.:

Fax No:

Page: 1 of 3

File: Chron
Contact
Other:

From: Name: PAC / Tokyo

Subject:

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AUTHORIZED BY _____:

_____
Name

_____
Title

_____
Date

ACCEPTED BY:
INPUT

_____
Name

_____
Title

_____
Date

Portable Software Corporation

Baseline Identification

Name:
Software Corporation
14715 NE 95 St
Redmond, WA 98052

Telephone: 206-702-8808
Fax: 800-358-2193
Web Site: CompuServe GoXpense

Company Description
Portable Software Corporation is a leader in business expense report management. Portable is the first company to come out with a Travel and Entertainment automation solution for the enterprise. The third largest controllable cost in corporations is T&E.

Portable is well known for their best-selling Windows-based product, QuickXpense. They develop and market expense report management software and services for any business traveler to corporate accounting.

On July 28,1995, Portable Software Corporation raised an additional $3 million in venture capital funding.

- **Year Founded:** August 1993
- **T&E Year:** October 1994
  Ownership: Financially backed by two top venture capital firms: Breetwood Associates (original venture backers) and U.S. Venture Partners (USVP)
- **Officers:**

President and CEO	Steve Singh,
CFO & VP of Operations	Sterling Wilson
Executive VP of Sales & Marketing	Jon Matsuo
Chief Technical Officer and Chairman of the Board	Michael Hilton

Sizing

Year	Revenue ($M)	T&E ($M)
1996	N/A	N/A

Product Overview

T&E Offerings

Name: **Xpense Management Solution**

- Description:
  The first series of Xpense Management Solution applications was shipped in June 1996. The product consists of a suite of client-server applications designed to prepare, route, consolidate, process and manage expense reports in medium to large businesses.

  Xpense Management Solution is a product that is tailored to a company's travel and entertainment process The software tracks the original expense incurred, prepares the expenses, processes the expense reports and then integrates the information with the company's existing software, hardware, and travel and entertainment infrastructure.

  QuickXpense 1.6 which is the latest version includes 32-bit compatibility with Windows 95 and users can access their corporate charge card transactions with a single mouse click. EpenseLink is the technology that was developed with GE Capital. This feature allows the GE Capital Corporate Mastercard customers to "pre-populate" (fill in) their expense reports, saving time and reducing errors. The new version includes HotelXpert a feature that fills in standard information like room rate.

- No. of Customers
  300 Corporate Clients
  100,000 end users QuickExpense

Name: **Quick Xpense Enterprise**

- Description:
  QuickXpense Enterprise is the corporate version of QuickXpense (award-winning and best selling expense report manager). This product provides a simple way for company travelers and managers to prepare, track and file expense reports. It provides 35 built-in industry and occupation-specific expense report forms.

  QuickXpense was introduced in late 1994 and has won numerous industry accolades such as Windows Watcher International Innovation Award, Mobile Office Magazine's 20 Most Important Products of the Year Award, PC Computing's highest rating of five stars.

By using both QuickXpense Enterprise and Xpense Management Solution the expense reports are electronically generated. Also the reports are designed to meet the needs of the company's policies.

No. of Customers: 100,000

Name: **XpenseForms**

- Description:
  Portable offers a service of creating XpenseForms-QuickXpense versions of any company's expense report form. They have created thousands of customized XpenseForms for many of the Fortune 1000 companies. The company can automate the process of expense reporting and still follow the company's T&E policies.

- No. of Customers

Name: **XpensePrepopultion**

- Description:
  This product is designed to speed data entry and eliminate data entry errors involved with filling out expense reports

  XpensePrepopulation supports the three largest providers of corporate charge cards in the U.S. (GE Capital Mastercard, American Express, First Bank Visa). The traveler only has to enter cash transaction.

  The product also performs all foreign currency translations at the current rate of exchange.

- No. of Customers: N/A

Name: **XpenseServer with ExpenseAdministrator**

- Description:
  This product automatically consolidates travel & entertainment information by continuously checking the travelers e-mail system. The product checks the e-mail for electronic expense reports submitted by the traveler. Once the data is collected it automatically breaks the expense transaction data down and is inserted into a SQL database. This server is a common data warehouse where other divisions can access the data.

XpenseAdministrator is the administrator for e-mail addresses, user information, and security privileges for the Xpense Management Solution.

- No. of Customers: N/A

Name: **XpenseProcessor**

- Description:
  All companies have specific policies and the XpenseProcessor defines, manages, and secures the expense report review process based on those policies. XpenseProcessor takes the expense reports through a company specific accounting process for approval. The reports can be approved, rejected and/or adjusted as needed.

  The product saves time and money by automating the time consuming process of categorizing, approving, filing, storing etc. the data surrounding expenses.

- No. of Customers

Name: **XpenseIntegration**

- Description:
  By using the Xpense Management Solution the XpenseIntegration can streamline all the data associated with the company's travel and entertainment expenses. The product ties all the data into the company's present financial system. The data will link to general ledgers, accounts payable systems, payroll, and any other financial division.

Name: **XpenseAnalysis**

- Description:
  Travel and Entertainment expenses provide companies with useful data such as location of most customers or prospects, how often a customer needs to be seen etc. XpenseAnalysis provides a company with detailed, accurate and timely data which helps them learn more about their products and services.

  Companies can analyze data from the T&E reports so they can request better rates with airlines, hotels, rental car companies etc. Better decisions can be made when to travel and how often to travel based on sales during those periods of time.

The T&E data can provide accurate information to make historical forecasts.

- No. of Customers: N/A

Non-T&E Offerings: N/A

- Name
- Description

Marketing

Overall Strategy
According to the American Express Survey of Business Travel Management, U.S. organizations spent approximately $136 billion on business travel and entertainment in 1993. Portable realizes that T&E represents the third largest category of controllable expenses for most companies.

They sell their product based on the following T&E facts and information:

1. QuickXpense saves 50 minutes on each expense report generated
2. QuickXpense saves $30 on each expense report generated

According to their marketing literature Portable claims:

Manual		QuickXpense	
Process Time	Process Cost	Process Time	Process Cost
115 Min.	$66	65 Ins	$36

Place of T&E Product(s)

Buyer Targets
Corporations and the individuals who travel and incur business expenses.

Case Corporation is presently using The Xpense Management Solution

The XpensePrepopulation can handle all transaction data from major corporate credit cards, including
- American Express
- FirstBank Visa
- GE Capital MasterCard

Promotion Methods
- Windows 95 for registered customers - $29.95
- Customers who purchased and registered QuickXpense within 45 days of Windows 95 version get free upgrade.
- $20 rebate to any customer using another expense reporting software.
- Home page on World Wide Web
- A trial version of QuickXpense is available for downloading
- Customers can search and download their company's XpenseForm

Perceived Competitors
No competitors
- Strengths

- Weaknesses

Sales

Targets
- Executives
- Sales and marketing professionals
- Consultants
- field personnel
- Mid-level managers
- Small business owners
- Administrative Assistants (who prepare expense reports for others)
- Accounting departments (that process expense reports)

Sales Approach: Direct Sales

Sales Force: 10-50

T&E Product Details

Name: QuickXpense

Functions Supported:
- Expense reporting
- Workflow tools for electronic flow of expense reports
- One button approval capability for managers
- International support for Canadian GST and European VAT
- Powerful "required" fields for collecting the information your organization needs
- Complex support of Per Deim requirements.

Features (See Attached)

Integration with other Products
- Integrates with Expense Management Solution to provide workgroup capabilities.
- Works with customer's existing expense report form.
- Business travelers send their expense reports through any e-mail.

Options and Customization
International support for Canadian GST and European VAT. Will customize any expense report.

Ease of Use vs. Functionality

Software Delivery Method(s)

Technical Characteristics
- Hardware Platform
  Compatible with Token Ring, Ethernet, and TCP/IP network software
  Open dBase file format.

- Software Platform
  16 bit and 32 bit application
  Compatible with MS Windows 3.1X - Win 95 - Win NT 3.51

- Configuration (Client/Server, etc.)
  Runs on client PC or from a file server Expense report transport mechanism which runs on VIM - or simple MAPI-compliant e-mail systems.

Report/Query Functions
- Standard
  Built in routing, through e-mail systems
  Delivers reports through the organization from traveler to manager to accounting for approval etc.

- Options

- Interfaces with Reporting Products

Services

- Installation
  Sells to:
    Single users
    10 pack
    dealer kit
  Customer installs

- Training
  Available

- Support
  Consulting and support

Pricing

- Standard
  Suggested retail price $99.95 estimated street price is $69.95 for single users.
  Dealer packs sold by number of travelers.

- Extras

- Discounts

Feature/Function Details

	Quick Xpense
END-USER SOFTWARE	
•DOWNLOAD CORP CARD BILLING INFORMATION	Y
•DOWNLOAD TRAVEL PLANNING/RESERVATION SYSTEM INFORMATION	Y
•TRACK OR PERFORM CASH ADVANCES	Y
•TRACK PRE-PAID EXPENSES	Y
•TRACK CARRY-FORWARD BALANCES BETWEEN EXPENSE REPORTS	Y
•INCLUDE A COMPANY'S TRAVEL POLICY TEXT	Y
•SUPPORT ALLOCATION OF EXPENSES TO PROJECTS OR COST CENTERS	Y
•PROVIDE USERS WITH WARNING MESSAGES IF EXPENSE IS OVER LIMIT	Y
BACK-END SYSTEM	
•SUPPORT DIRECT DEPOSIT REIMBURSEMENT BEFORE OR AFTER MANAGER APPROVAL	Y
•SUPPORT DIRECT DEPOSIT TO CORPORATE CHARGE CARDS	All
•SUPPLY MANAGEMENT DATA TO CUSTOMERS	Y
•SUPPLY PAPER REPORTS TO MANAGEMENT	Y
•FEED GENERAL LEDGER AUTOMATICALLY	Custom-basis
•SUPPORT END-USER OR ADMINISTRATOR ADJUSTMENTS TO EXPENSES ALREADY REIMBURSED	Y
•RECONCILIATION - TRACKING OF RECEIPTS/APPROVALS AGAINST ELECTRONIC EXPENSE DATA/REIMBURSEMENTS	Y
GENERAL	
•STOP PAYMENT ON AN EXPENSE REPORT BECAUSE AN EXPENSE IS OVER A PRE-SET LIMIT	Y
•SUPPORT ELECTRONIC ROUTING AND APPROVAL OF EXPENSE REPORTS	Y
•TRANSMIT EXPENSE REPORTS THROUGH E-MAIL OR THE INTERNET	Both
•PROCESS RECEIPTS VIA IMAGING	Integrated with imaging system

* proprietary

INPUT EXPERIENCE

STATE/LOCAL GOVERNMENT MARKET

- Directed survey of parking enforcement authorities for a major provider of parking violations processing. Sized market and identified major changes going on in this market. Advised senior management of client.

- Reviewed products, markets and strategy for a major provider of public safety systems. Conducted assessments of major competitors.

- Assessed the opportunities for applying GIS in the state/local sector.

- Interviewed and analyzed state/local requirements and demand for client/server and LAN support services.

- Reviewed internal business processes of the Human Resources agency for a major state.

- Designed and managed the implementation of an income tax system for a major municipality.

- Performed primary research and analysis of the opportunity for providing Medicaid receivables financing.

- For a major systems manufacturer assessed potential SI and VAR relationships, primarily in the state/local market.

- Supervised very large project for reassessing Medicaid and utilization review requirements and design for a large state.

- Reviewed real estate tax billing system for a major city.

INPUT EXPERIENCE

SERVICES SECTOR

- Conducted interviews with senior user executives to understand the relationship between the use of strategic consulting services and follow-on systems integration work. Results of study caused significant changes to client's approach to market.

- Performed in-depth research and analysis on current and future market for business-driven applications management. Client changed its business thrust as a result.

- Advised outsourcing customer on proposal process and assisted in evaluation. With INPUT's assistance client negotiated a $15 million in outsourcing fees over and above the savings proposed in the original proposals.

- Over a year period, advised an international computer systems company on the changes required to enter the services business. Provided analysis of interrelationships of services as well as in-depth profiles of competitors. Interacted with over 100 mid-level and senior managers.

- For an international services firm that was reengineering its business, INPUT analyzed the success factors behind ten of the leading professional services/SI firms. INPUT led a worksession with the client's senior management and later presented its findings to the Board of Directors.

- Surveyed the major accounts of a telecommunications company to understand their needs and directions. Discovered unique methods of customer segmentation which has changed the way the client looked at the market.

- Conducted a market study for a major vendor on the opportunities and requirements for supplying support and outsourcing services aimed at the client/server market.

- Performed a study in the U.S. and Europe analyzing on-going hardware, software and personnel support costs for departmental applications.

INPUT CAPABILITIES

OUTSOURCING

- Provided competitive analysis and product positioning consulting to a key provider of on-demand printing and publishing software.

- Over a six month period provided consulting, research and vendor profiling to a leading vendor of fulfillment and processing services. For this assignment, INPUT interviewed, studied and analyzed key vendors in following markets:

  - Software and document distribution
  - Direct marketing processing and fulfillment vendors
  - Consumer product fulfillment outsourcers.

  As part of this project, INPUT recommended expansion strategies and potential acquisitions.

- For the top provider of information services in several key niches, INPUT assisted members of a task force exploring setting up an innovative IT outsourcing-based business. INPUT analyzed and assessed over 500 outsourcing vendors as potential partners or acquisitions.

- For the chairman of a medium-sized software products company, INPUT assessed their internal operations, including the pros and cons of outsourcing many of their operational functions.

- INPUT studied the internal IT operations of one of the world's largest companies over a 12 month period to help them reverse their market share erosion to external outsourcers and to divisional IT groups.

  INPUT showed them how successful outsourcers were organized and marketed and helped the customer set up "internal" outsourcing units.

- One of the largest suppliers of healthcare-related services in the U.S. was considering outsourcing its data processing network operations. The client needed an objective assessment of proposals from major outsourcing firms and an analysis of the risks involved. INPUT helped the client negotiate a $15 million reduction in outsourcing fees.

FACSIMILE TRANSMISSION

PLEASE DELIVER IMMEDIATELY

Fax Number: 201-801-0441 **Date: 1/9/97**

TO:

Tom O'Flaherty
Input

FROM:

Jim Kerrigan
COLMAR Corporation
2367 Tumbletree Way
Reston, VA 20191
(703) 758-0211 (Voice)
(703) 715-0697 (FAX)

Number of Pages Including This Cover Sheet: Six

COMMENTS:

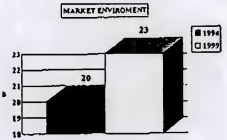
Here is my company brochure, along with a simple ad I ran a little over a year ago. It shows some of my clients. Please review and then call me. Thanks for the opportunity.

Jim Kerrigan

COLMAR CORPORATION

2367 Tumbletree Way Reston, VA 22091 (703) 758-0211 FAX (703) 715-0697

OVERALL PURPOSE: To assist companies who engage in information systems contracting, either as a prime or a sub, to the federal government. As the exhibit shows the federal information systems market will continue to grow, and many companies want to increase their market penetration.



KEY SUPPORT AREAS

Market Research

COLMAR Corporation conducts information systems market research, focusing primarily on the federal acquisition of computers, software, communications, and professional services. Through this research, *COLMAR* assists companies in the often difficult decision to commit funds.

Many companies wish to develop products and services to meet the current and future needs of their federal customers. However, identification of those needs can sometimes be difficult. For example, in the early to mid 1980s, many companies committed heavy resources to the development and certification of Ada compilers. This was intended to meet the mandated DoD demand. For a variety of reasons, this demand did not materialize, and many firms found themselves with a wasted investment.

Agency/Vendor Surveys

To conduct this market research, *COLMAR Corporation* conducts comprehensive surveys of agency and vendor program managers, and often compares the results. *COLMAR* enjoys proven success in securing survey cooperation and realizing broad based responses. The way in which the surveys are constructed, requiring minimal time from the respondents, accounts for much of the

success. The insurance of confidentiality and the promise of information on survey results also play a role.

COLMAR uses the surveys to take the pulse of the market, to determine what agency and vendor personnel are really thinking. *COLMAR* combines a careful synthesis and then subsequent analysis of the information collected with a full review of available secondary research (as described below) to develop a thorough market depiction. *COLMAR's* clients then use the results to develop their internal market plans and allocate their resources to the highest potential products and services.

Data Base Analysis

To supplement its primary research efforts, *COLMAR* performs a wide range of secondary research in areas involving the federal market. These include government studies, government budgets, long range IRM plans, professional journals, and vendor promotional material. When collated with the primary research, this secondary research corroborates (and sometimes contradicts) apparent findings. The secondary research often points the way to a need for further primary research, to clarify issues and discern real trends.

COLMAR's secondary research enables clients to understand the meaning behind the findings and apply the findings to their own internal decisions. It identifies practical examples among the agencies, providing clients with specific and usable market data. Together, the primary and secondary research result in comprehensive, understandable, and immediately usable information.

Market Forecasts

COLMAR Corporation develops and provides federal market forecasts to assist clients in their market planning and resource allocation. Forecasts cover a wide range of client needs:

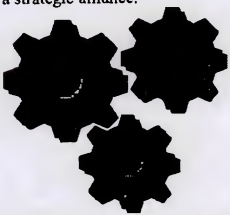
- Overall,
- By year or other period,
- By market segment (such as hardware, software, systems integration, professional services, and communications segments),
- By agency, including both department and subordinate agency, and
- By technology or application, such as GIS, image processing, CASE, CALS, and EDI.

Each year *COLMAR Corporation* develops a new proprietary model of the federal information systems market, based on available primary and secondary research. *COLMAR* then uses this model to develop specific forecasts in response to client needs, as described above. The model is also continually refined and revised throughout the year, in response to changing market

conditions. Any forecast represents a snapshot view of the market, based on information available at the moment. The forecast is only as good as the data backing it up. Since the federal market is usually quite volatile, the model requires constant adjustment.

Specialized Brochures and Capabilities Briefings

To supplement and build on its market research support, *COLMAR Corporation* develops specific sales and marketing brochures to fill specific client needs. Rather than being aimed at the general customer, these brochures focus on specific company capabilities which provide a good fit to the intended audience. This audience may be certain agencies or groups of agencies, or it may include specific types of program managers within agencies. The audience may also consist of other vendors or groups of vendors, with whom the client wishes to form a strategic alliance.



COLMAR uses market research to identify critical issues of the intended audience, and then incorporates these issues into the presentation material. *COLMAR* even prepares general briefings, but then adds specific (and often unique) exhibits aimed at the particular audience of the day. This enables the client to tailor the briefing, resulting in greater audience impact.

Proposal Support

COLMAR Corporation also provides proposal support, including

- Red Team Review,
- Proposal Development, and
- RFP Analysis.

True to its market research focus, *COLMAR's* support goes beyond insuring proposal responsiveness and scoring predictions. *COLMAR* uses market research to identify agency biases or hot buttons which are not adequately reflected in the official solicitations. *COLMAR* attempts to identify hidden agendas which may affect the evaluation and the ultimate outcome. For example, depending on a source selection official's interests and background, it may be appropriate to focus an executive summary on functional issues, technology issues, or financial issues. In a close evaluation, the appropriate focus may give a bidder the winning edge.

Company Leadership

COLMAR Corporation is headed by Jim Kerrigan, who serves

as both president and CEO. Mr. Kerrigan brings a wealth of experience to the federal information systems market.

- As Vice President of Research for Input and federal program manager for G2 Research, Mr. Kerrigan has more than five years experience in conducting surveys, developing market forecasts, synthesizing secondary research, and writing market reports. He also directed Input's entire Washington research program, including commercial systems integration and outsourcing. He also managed custom consulting in both market research and proposal support activities.

- Prior to joining Input, Mr. Kerrigan served for three years as Technical Director for Acquisition and Planning at Advanced Technology, Inc., now a part of PRC. There he managed acquisition support activities at numerous agencies as well as other typical consultant marketing functions. These included preparation of proposals and development of new business opportunities.

- Mr. Kerrigan served in a variety of functions within the Treasury Department. In particular, as the senior information systems official, he exercised full departmental oversight on information systems budgets and procurement activities. Mr. Kerrigan also managed a staff of 60 and a departmental computer center.

- Mr. Kerrigan spent a year at the Northrop Corporation in Los Angeles, under the auspices of the President's Commission on Executive Exchange. One of twenty executives chosen to participate, he assisted Northrop in its near complete decentralization of data processing. He also prepared the company's first IRM manual.

- Mr. Kerrigan also served in various other government agencies, working almost exclusively on information systems procurement. He began work in this area in February, 1972.

- As a moonlighting effort, Mr. Kerrigan conducted a conference, in various cities, over a seven year period. The conference focused on information systems planning, with emphasis on the federal government.

- Mr. Kerrigan has given more than 100 speeches over the last few years, with primary emphasis on information systems procurement and market research.

Please contact us if we can assist you.

- *For the best strategic market research on federal information systems*
- *For the most comprehensive surveys of both agency and vendor executives*
- *For the most thorough, accurate, and understandable federal forecasts*

Contact...

COLMAR Corporation

Offering the only available agency by agency federal information systems forecast, updated monthly, and provided on both hard copy and machine readable formats

Partial Client List

AT&T Global Information Solutions	Booz-Allen & Hamilton	The Canadian Embassy
Dataquest	Dell Computer	Eastman Kodak
GTSI	Harris Space Systems	HFSI (now Wang Federal)
High Performance Technologies, Inc.	IBM Corporation	Labat-Anderson, Inc.
PRC Inc.	Sterling Software	Sun Microsystems Federal, Inc.
TRW Federal Systems Group	US West Communications, Inc.	Wheat International Communications

Please call us at (703) 758-0211 or visit us at Booth 206 at Tech Expo.

COLMAR Corporation 703 715 0697 P.06

GSS

Global Systems & Strategies, Inc.
8150 Leesburg Pike, Suite 501
Vienna, Virginia 22182
703-442-8810

FAX TRANSMITTAL FORM

Date:	January 9, 1997	Page 1 of 14
To:	Tom O'Flaherty	
Company:	INPUT	
Telephone Number:	201-801-0050	
Facsimile Number:	201-801-0441	
From:	Bob Deller	
GSS Fax Number:	703-442-8990	
Subject:	GSS Qualifications	

Tom:

The following and attached information should be helpful in identifying our business. You can also view the GSS home page at www.gss-inc.com/

Bob

GLOBAL SYSTEMS & STRATEGIES

Custom Consulting

Comprehensive and complete market research support based on specific client requirements. Service goes beyond existing commercial databases to focus on necessary intelligence to gain competitive advantage in the information technology market.

Broad range of research activities supported by extensive experience and expertise of highly qualified and successful analysts. Clients benefit from the following services.

- Size and analyze specific market segments, focusing on technologies, individual agencies, and functional approaches (such as document imaging, network integration, e.g.).
- Characterize market share potential within market segments based on qualification and experience, agency requirements, and levels of competition.
- Profile agencies to include (a) IRM officials, program managers, contracting officials, technology experts (e-mail, telecommunications, security, etc.), (b) analysis of changes in IT spending and budget levels, (c) Major IT programs, (d) active vendors, (e) technology trends, (f) policy and oversight pressures, and (g) other important influences to decision making.
- Profile contractors, their capabilities, agency penetration and levels of business.
- Identify likely competitors in an agency or for a specific contract opportunity, and provide market discriminators.
- Identify and qualify major contract opportunities (pre-award or awarded) within target agencies. Assist clients with business pursuit plans.
- Determine sales levels by federal agency within any specific information technology market segment.
- Identify classes of contracts (e.g., indefinite delivery) that feature types of products or services or that address technology solutions (e.g., distributed databases).
- Forecast market segment sizes and growth rates.
- Develop competition strategies based on compliance, pricing, teaming, and market value.

GSS Qualifications

GSS has access to the most comprehensive databases of federal agency information technology acquisition intelligence in the market. Together, with the most experienced research personnel and comprehensive market understanding and access, GSS can bring any needed information to increase a client's market share potential.

All activities are conducted under the direct supervision of Robert Deller, Ph.D. Dr. Deller has more than 30 years experience in the federal government information technology market. He has served as senior government official, international consultant, and vice president of two major international market research firms. He has also developed market research for other information technology service firms.

Walter A. Kennedy, GSS consultant has more than 25 years experience in information technology and federal market analysis. Mr. Kennedy has led competition, acquisition, market segmentation, systems and network integration analysis programs for many large systems integrators.

Mary Beth Healey, GSS Associate Consultant, supervises much of GSS client service. Ms Healey has been conducting market research in the federal government for more than five years. Previously she worked as contracting specialist for Fairfax County. Ms Healey was also Senior Research Analyst and Associate Consultant with a leading international market research firm where she conducted research services for more than 100 clients.

ROBERT W. DELLER, Ph.D.

Vice President, Research

Bob Deller joined Global Systems & Strategies, Inc. in October, 1995 to expand the company's business focus into information technology market research for government and vendors. GSS provides systems engineering solutions and proposal development support for federal agency contracts. As responsible manager of all market research, he developed the series of ***FOCUS***™ products to aid clients in understanding marketplace issues. He also provides custom consulting aimed at improving strategic and business development advantage for GSS clients.

Prior to GSS, Mr. Deller was Vice President of INPUT, where he was business manager for all federal government information technology market research services and products. Before that, he was Vice President at Selbre Corp., and prior to that he was Vice President of Information Strategies Group, an IDG company, where he was responsible for technology assessment for federal agency users and opportunity analysis for information technology vendors.

Mr. Deller served as senior ADP systems official in the federal government for more than 20 years, both in Defense and Civilian agencies. He also served as international consultant for Pan American Health Organization, and US AID.

He is an active participant in and contributor to industry groups, speaks at industry meetings, and is a featured columnist in trade publications. He is also an adjunct professor in public administration at the American University.

Education:

1990 Ph.D. in Public Administration (MIS), The American University
1970 MS in Public Administration (Computer Systems), The American University
1959 BS in Education (Mathematics), Towson University

INPUT®

400 Frank W. Burr Blvd.
Teaneck, NJ 07666
Tel. (201) 801-0050
Fax (201) 801-0441

FAX TRANSMITTAL FORM

Date: Jan 10

To: Name: Jim Kerrigan

Tel./Location:

Co.:

Fax No: 703-715-0697

From: Name: Tom O'Flaherty

Subject: Attached. Exhibits

Confidential: Y / N
Urgent: (Y) N

Page: 1 of 3

File: Chron
Contact
Other:

These are my view as to what the generic work is in improving a firm's ability to respond to RFPs.

Keep in mind that the firm is

- A $6MM firm ~~specializing in~~
- Does parking ticket collections
- In California, but parent ~~has~~ (GTS) has big ambitions

Last column in Ex 2 are my guestimates. We should discuss. (I will not be presenting a quote this time around - don't know enough. Just getting qualified)

Call me.

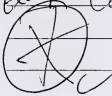
2 Project

- Acq Collection Co - N. Coast - Traffic
  $6 MM
  - end week #1
  - * Where is best area
  - #2 next logical steps
  - no Child Sys ✓
  - Shelter Coast ✓
  - resumes
- Acq Health & Human Svc OS no acq
  - Enroll
  - Child Syst / enforcement entire

Organic

- No
  - Access RFP
  - #1 DBs → both areas
  - Look at RFP
  - Child Sys OS
- enroll
  - #2 Define Shelter/Stealth bid team ✓
  - * Health/Human Svc → get into start
  - $100 mm 3 yrs

Example Competitive Analysis GB vs Marketplace



Sampler

+ talk through

Next Steps

+ full set of business

Small sort collection

INPUT

CONFIDENTIAL—Property of INPUT

CONTACT REPORT

☐ MAIL LIST - SEE BACK

Non Client/Prospect File: ☐ Media ☐ Financial ☐ Other _____

Contact Date: / /

INPUT
Staff: Init. _____ Init. _____ ☐ INPUT office ☐ Client Office ☐ Other _____

Date Written: / /

	DISTRIBUTION:			Prog./Proj. ID _____
Company GE Cap Sys	Action	Info.	By When	Describe Action-F/U
Name Rana Quraishi				
Title				
Address				
Phone: (212) 312 - 3424				
Fax: ( ) -				

Paul Kendrick — State, Local.

RFPs → for Collection acctng + related acct + disbursements, etc — Traffic etc

9am → (115) Liberty/Cedar Bway — ot

recpts 9th

PHONE MEMO

TO Joanne — DATE 7/6 — TIME 11:50 AM/PM

FROM Rana Quraishi — AREA CODE — NO. 212-312- — EXT. 3424

OF — FAX #

MESSAGE: Outsoucing of collection activity between state & local governments

SIGNED

PHONED ☐ | CALL BACK ☐ | RETURNED CALL ☐ | WANTS TO SEE YOU ☑ | WAS IN ☐ | WILL CALL AGAIN ☐ | URGENT ☐

☐ Continued over

Mail List Change Order ☐ Update ☐ Correction ☐ Deletion ☐ Addition* Serial Number_____

U.S. COMMERCIAL

1. TYPE ☐ Vendor ☐ User ☐ Investor / Financial ☐ Media / Press ☐ Other ☐ EDI Newsletter

2. LEVEL ☐ Executive ☐ Manager ☐ Analyst ☐ Acquisition ☐ International ☐ Other

3. INTERESTS ☐ C/S ☐ Computer Systems ☐ Networks ☐ EC ☐ Information Services —
- ☐ Software Products
- ☐ Professional Services, SI
- ☐ Outsourcing, Processing, Network Services

☐ EIS / CIS / Multimedia ☐ Other

☐ Industry _____

U.S. FEDERAL ☐ MMAR ☐ FPAP ☐ FPAW ☐ FPFA ☐ Other

EUROPE ☐ CSPR ☐ MAAP ☐ MSSP ☐ MVPP ☐ BIPR ☐ OSPR ☐ U.S.A. ☐ Other

* No names will be added without a completed change order and program manager approval.

Program Manager Authorization _____

CONTACT REPORT
Continuation

Company _____

Name _____

M&S 310 R 6/94

INPUT EXPERIENCE

STATE/LOCAL GOVERNMENT MARKET

- Directed survey of parking enforcement authorities for a major provider of parking violations processing. Sized market and identified major changes going on in this market. Advised senior management of client.

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- For a major systems manufacturer assessed potential SI and VAR relationships, primarily in the state/local market.

- Supervised very large project for reassessing Medicaid and utilization review requirements and design for a large state.

- Reviewed real estate tax billing system for a major city.

Jim Kerrigan

703 - ~~620~~ 758 - ~~0323~~ 0211

- Descriptive material on process (± doz bullet points)
- Pricing parameters

****
*** ACTIVITY REPORT ***
****

TRANSMISSION OK

TX/RX NO.	8487
CONNECTION TEL	1 415 961 3966
CONNECTION ID	MT VIEW
START TIME	12/12 11:20
USAGE TIME	00'38
PAGES	1
RESULT	OK

Tony Constable

301-840-5959

Tony Miller →

Bob Deller ?? →

Global Sys Sol

703-442-8810

left VM

Wed

PHONE MEMO

TO Tom

FROM Bob Della

OF

DATE 1/8 TIME 11:5 AM PM

AREA CODE

NO. 703

EXT.

FAX # 4428810

MESSAGE Will be in office 2 more hours.

SIGNED

PHONED ☐ CALL BACK ☑ RETURNED CALL ☐ WANTS TO SEE YOU ☐ WAS IN ☐ WILL CALL AGAIN ☐ URGENT ☐

****
*** ACTIVITY REPORT ***
****

TRANSMISSION OK

TX/RX NO.	8467
CONNECTION TEL	011 33 1 46 47 69 50
CONNECTION ID	FRANCE
START TIME	12/10 19:57
USAGE TIME	00'41
PAGES	1
RESULT	OK